

File

WAIS, INC.

STATUS MEETING AGENDA

August 8, 1994

Hiring/personnel

New trends

Hot problems

~~Partners status~~

List of "winners" and monitors

My priorities for the week are

Meetings/calendar

Legal counsel

www servers coming
do we build WAIS gate? mosaic Inc, microsoft
service Bureaus coming
connecting companies collapsing

JD Division, microsoft, seybold
BGC Crawford, Integralis, ECE, Reuters
DK Hiring, major relationships

More on

- Sun
- Mosaic Corp
- conquest

Toshiba → Aug 19

Nova

Seybold

Seybold

List of "Winners" and Monitors

Intel	BK/JD
Mitre	BK
Integralis	BG
Sun	BG
Fulcrum	BK
ConQuest	BG
Cisco	JD
Microsoft	BK
Apple	JD
Fujitsu	BK
Intelligence	BK
Novell	JD

Kinds of partners:

Content Providers: Scholastic, Dow Jones, CMP

Technology Partners: EB, Intel, AOL

Reference Customers: WestLaw, Mitre

VARs or Marketing Partners: Donnelly, ICE, NovX (?), Integralis, Fujitsu

WAIS Inc

Wide Area Information Servers

August 2, 1994

The Process of Serving Company Confidential

Purpose: The goal of WAIS Inc's Production Services is to help publishing partners efficiently set up shop on the Internet. By developing WAIS-based publishing systems that meet the requirements of name-brand partners, the group also serves as a proving ground and development environment for future WAIS Inc. products.

This paper describes the Production process, from pre-sales to ongoing maintenance of production services.

Pre-sale: Production Services is brought into the sales process when a customer expresses interest in setting up a WAIS-based service, but either hasn't the time or the resources to develop their own staff or facilities.

1... Discover how the service can enhance the publisher's brand: Publishers already serve markets with information products, so our first goal is to determine the objective for the proposed service. We try to match our proven capabilities to expand and enhance their existing franchise.

- Helping inexperienced users to discover the value of the service
- Providing shortcuts to help experienced users efficiently get the information they seek
- Provide simple to use methods for regular users to track their areas of interest

2... Define the strategic objectives for the service with the client: When the publisher defines a critical service offering, many times there are technical, managerial, or marketing resources that will be devoted to the service without requiring additional expense on our part.

3... Objectives, assumptions and stages report to Sales: Based on the objectives, WAIS develops the elements of a process; from prototype, to producing the service, to ongoing maintenance and possible relocation of the service. Tasks, time estimates, and dollar requirements for each stage are detailed for Sales personnel to include in proposals sent to the client.

Sales support: Production Services will support Sales personnel wherever possible, reviewing counter-proposals, preparing revised schedules or technical elements to meet budgetary or strategic requirements.

Prototyping: A typical prototype takes from 3 to 6 weeks and is intended to quickly prove to the client the capability of the WAIS-based service. Prototypes are usually delivered using Mosaic front ends, since scripting is simple. A shell of the service is developed for client approval, using client-provided artwork and content.

Producing the service: Once a prototype is accepted, the "shell" is filled in, again using client-supplied artwork and content.

During this phase, we try to train client personnel in the following areas:

Feed handling: This can be as simple as a process to ftp content over the Internet to a Staging area on our server, or as complex as building a custom news feed handler. Future systems might standardize on email-based content feeds from clients (such as AOL's Rainman). Early feedback indicates publishers want us to specify feed processes and requirements, and appreciate easy to manage systems.

Template building: html -based development of custom pages and database entry points. WAIS will integrate the underlying infrastructure of the system and provide areas for the client's direct manipulation of the "look and feel" of the service in the Staging Area.

Other development tasks require coordination with the client:

- Access list restrictions
- Online sign-up procedures
- Custom reporting features
- Customer service, help, and online training systems

On it's own, WAIS will:

- Develop custom parsers for content handling
- Build and maintain databases
- Develop and customize WAISgate scripts
- Maintain and update the server's Production Area
- Provide for system maintenance (including backup, protection for network, cpu or disk failure)
- Provide a secure server facility

- Provide adequate bandwidth, processing power and I/O to handle the service's operating demands

Maintaining the service: WAIS Inc. will update the service in coordination with the client, requiring only a weekly down time for system wide diagnostics and repair. WAIS Inc. will provide weekly reports of system usage, will maintain the subscriber lists, and will handle automated service sign ups as determined in Step 2. Changes to the service's user interface or overall systems design (i.e.: new features such as customer profiling or other premium services) will be handled as separate projects.

The WAIS Inc. server will operate out of a secure facility, with adequate network bandwidth, processing power, and backup capabilities to maintain a reliable network publishing operation.

Additional areas under investigation:

- Load balancing over multiple servers
- Relocating servers to backup facilities
- Staging servers within firewalled networks
- Premium service offerings:
 - "Personal pages" for profiling at the server
 - Email distribution capabilities